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11/5/56

16th YEAR · A WEEKLY PUBLICATION

1956 fashion calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

january

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february

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november

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january – 1957

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february – 1957

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march – 1957

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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, NOVEMBER 2, 1956		
Friday Nov. 2 9:30 A.M. Coffee	PRESS PREVIEW OF BOUTIQUE FASHIONS	OHRBACH'S	4TH FLOOR BOUTIQUE SALON
	Ohrbach's press preview of boutique import fashions and holiday gift items. By invitation only. Publicity: Mark Klauser, OX. 5-4000.		
Friday Nov. 2	SHOWING OF RESORT & SPRING DRESSES	MAX LAWRENCE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Continuous daily showings. Contact: Marty Goldberg, LO. 5-7540.		
Friday Nov. 2 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
	Nov. 2: William J. Nov. 9: Herma G. Nov. 16: John Frederics. Nov. 30: Aranka. Dec. 7: Don Marshall. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Sunday Nov. 4- Nov. 7	SPRING COLLECTIONS IN ST. LOUIS	ST. LOUIS FASHION CREATORS	HOTEL STATLER ST. LOUIS, MO.
	Ready-to-wear and accessories will be shown during Market Week. Contact: Joan Gardner, St. Louis Fashion Creators, 915 Olive St., St. Louis 1, Mo.		
	WEEK BEGINNING MONDAY, NOVEMBER 5, 1956		
Monday Nov. 5 2:30 P.M.	PREVIEW: SPRING DRESS COLLECTION	HAYETTE	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Preview of Hayette's Spring junior dress collection. By invitation. Daily thereafter at 2:30 P.M. Publicity: Terry Mayer, BR. 9-6560.		
Monday Nov. 5- Nov. 11	33RD WOMEN'S ANNUAL INT'L EXPOSITION	THE WOMEN'S NATIONAL INSTITUTE, INC.	71ST REGIMENT ARMORY PARK AVENUE & 34 ST.
	Press preview, 10:00 A.M. - 12:00 Noon, Monday, Nov. 5, with display of fine arts, handcrafts and a Fall Flower Show by The Federated Garden Clubs of New York State. Also, "Rug-O-Rama", a display of 400 handmade rugs. Hours: 12:00 Noon - 11:00 P.M. Admission: 91¢. Contact: Doris Vinton at John Morrissey Gray Co., 51 E. 42nd St., MU. 7-5587.		
Beginning Monday Nov. 5	OPENING OF SPRING SPORTSWEAR COLLECTION	SPORTWHIRL, INC.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Showings of Spring sportswear, designed by Jeanne Campbell. Contact: Chyna La Monte, LO. 5-1445.		
Monday Nov. 5 6:30 P.M.- 8:30 P.M.	"COORDINATION"-- FASHION COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	COMMUNITY BUILDING 40 EAST 35TH STREET
	Speakers: Margaret deMille, Bloomingdale's; Vee Rafdal, Associated Merchandising Corp. Price: $2.00 per session. Contact: CI. 7-3940.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Nov. 6	ELECTION DAY (Tuesday).		
Beginning Tuesday Nov. 6 11:00 A.M.	OPENING OF SPRING COLLECTION Arkay will present their Spring collection, designed by Will Saunders at 11:00 A.M. daily. Contact: Henrietta Barnes, LO. 5-2626.	ARKAY JUNIOR FROCKS	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Nov. 6 1:00 P.M.	PREVIEW OF SPRING DRESS COLLECTION Mr. Mort's Spring dress collection, designed by Lee Evans, will be shown Nov. 6, 7, 8, 9, at 1:00 P.M. By invitation. Contact: Jean Ring, OX.5-4760.	MR. MORT, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Wednesday Nov. 7 10:30 A.M.	OPENING OF SPRING DRESS COLLECTION Jerry Greenwald's Spring dress and ensemble collection, designed by Violet Feigen. Contact: LO. 5-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday Nov. 7 11:00 A.M.	OPENING OF SPRING COLLECTIONS Spring collections by Charles Glueck Originals and Miss Cane. Thereafter continuous. Contact: CH. 4-8532.	CHARLES GLUECK ORIG.; MISS CANE, INC.	1400 BROADWAY SHOWROOM - 14TH FLOOR
Wednesday Nov. 7 2:30 P.M.	PREVIEW OF SPRING DRESS COLLECTION Mam'selle will preview their Spring dress collection, designed by Betty Carol. By invitation. Continuous thereafter. Contact: Betty Whiteman, CH. 4-8876. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday Nov. 7 4:00 P.M.	SHOWING OF RESORT & SPRING FASHIONS DuPont and "Holiday" Magazine will present care-free clothes for Resort and Spring, in a musical presentation by Michael Brown. Show followed by cocktails. For buying office representatives, by invitation. Contact: Louise Petry at DuPont, LO. 3-6400, Ext. 468.	DUPONT & HOLIDAY MAGAZINE	HOTEL STATLER GEORGIAN ROOM
Beginning Wednesday Nov. 7	OPENING: SPRING JUNIOR DRESS COLLECTION Continuous daily showings of Spring junior daytime and cocktail dresses. Contact: Sylvia Howard, CH. 4-8857.	CAPRICE ORIGINALS	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Wednesday Nov. 7	OPENING: RESORT AND HOLIDAY DRESS COLLECTION Mary Black will present her Resort and Holiday dress collection. For appointments, contact: Miss Doris, PL. 8-2014.	MARY BLACK OF LONDON, INC.	18 EAST 50TH STREET SHOWROOM - 10TH FLOOR
Thursday Nov. 8 11:00 A.M.	OPENING: JUNIOR DRESS COLLECTION Spring junior collection at 11:00 A.M. daily. Contact: PE. 6-4885.	ELOISE CURTIS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Nov. 8 12:30 P.M. Luncheon	SPORTSWEAR AND LEATHER ACCESSORIES AT LUNCHEON "Cross Country Wear"--men's and women's sportswear, travel accessories and luggage. Press by invitation. Public by reservation; contact: PL.9-3000, Ext. 176. Mark Cross Publicity: Ruth Mitchell, PL. 7-5809. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MARK CROSS	HOTEL PLAZA PERSIAN ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Nov. 8 3:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION	JACK HORWITZ ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Preview of the Jack Horwitz Spring collection. By invitation. Daily at 11:30 A.M. from Mon., Nov. 12. Contact: Lois Silverman, LO. 4-1860.		
Thursday Nov. 8 5:30 P.M.	PREVIEW OF SPRING COLLECTION	JAMES GALANOS	HOTEL PLAZA WHITE & GOLD SUITE
	James Galanos will preview his Spring collection. By invitation only. Publicity: Maxwell-Gray, PL. 3-5556.		
Beginning Thursday Nov. 8	OPENING OF SPRING SUIT COLLECTIONS	BRIARBROOK; BIRCHBROOK	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Spring suit collections, designed by Stefan, at continuous daily showings. Contact: Isabelle Crawford, BR. 9-7700.		
Beginning Thursday Nov. 8	OPENING: COTTON KNITS FOR CHILDREN	WONDERKNIT	112 WEST 34TH STREET SHOWROOM - 12TH FL.
	"The Wonder of Knits"--Spring collection of cotton knit shirts for boys and girls, from infants to teen sizes. By appointment. Publicity: Ruth Shaw, LO. 4-5195.		
Beginning Thursday Nov. 8	OPENING OF GIRLS' SPRING COLLECTION	IRVING SHEPARD	112 WEST 34TH STREET SHOWROOM - 8TH FLOOR
	"Town and Country"--showing of the Shepardess Spring dress collection for "The Best Dressed Little Lady" in sizes 3-6x and 7-14. By appointment. Publicity: Ruth Shaw, LO. 4-5195.		
Saturday Nov. 10 12:30 P.M. Luncheon	HOLIDAY FASHIONS BY MR. MORT	BENEFIT OF CEREBRAL PALSY LEAGUE	HOTEL PLAZA GRAND BALLROOM
	Benefit luncheon, with fashions by Mr. Mort. Tickets: $9.00, contact: Banquet Dept., PL. 9-3000. Producer-Commentator: Betty Campbell, EL. 5-1405.		
Sunday Nov. 11- Nov. 17	NATIONAL PRESS WEEK IN LOS ANGELES	CALIFORNIA FASHION CREATORS	LOS ANGELES, CALIFORNIA
	By invitation only. Contact: William Maxfield, Exec. Dir., C.F.C., 740 South Broadway, Los Angeles.		
Nov. 12	VETERAN'S DAY (Sunday, Nov. 11 -- Celebrated on Monday).		
Monday Nov. 12 10:00 A.M.	PRESS PREVIEW OF HOLIDAY FASHIONS	GIMBELS	3RD FLOOR BOUTIQUE SALON
	By invitation only. Publicity: Margot Infantino, LO. 5-1500.		
Monday Nov. 12 12:00 Noon Luncheon	OPENING: CRUISE AND SPRING COLLECTION	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
	Lanz will present junior dresses and separates for Cruise and Spring. Showing at 12:30 P.M., Nov. 12 - 15; and by appointment Nov. 19 - 21. Contact: Audrey Waymouth, OX. 5-3150.		
Monday Nov. 12 12:30 P.M. Luncheon	RESORT FASHIONS BY ELGEE BOVE	ELFREDA-VISIONI, INC.	HOTEL PLAZA PERSIAN ROOM
	Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Contact: Michael Sean O'Shea, CH. 4-2659. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Nov. 12	RESORT AND SPRING HANDBAG COLLECTIONS	NATIONAL AUTHORITY FOR LADIES' HANDBAG IND.	MEMBERS' SHOWROOMS
	Contact: National Authority, 347 Fifth Avenue, MU. 3-6969.		
Tuesday Nov. 13 10:00 A.M. Breakfast	PRESS PREVIEW OF HOLIDAY FASHIONS	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Macy's will preview Holiday fashions for at-home and party wear. By invitation only. Publicity: Nancy Rosenfield, OX. 5-4400.		
Tuesday Nov. 13 12:00 Noon Luncheon	SPRING READY-TO-WEAR LUNCHEON MEETING	THE FASHIONS GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
	"Highlights of American Ready-To-Wear Collections-Spring 1957". Co-Chairmen: Bettina Ballard and Margaret deMille. Prices: $7.00, members; $8.50, guests (one guest to a member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.		
Tuesday Nov. 13 12:00 Noon Luncheon	HOME FASHIONS TRENDS--DISCUSSION	NAT'L HOME FASHIONS LEAGUE (141 E. 44 ST.)	HOTEL ROOSEVELT PALM TERRACE SUITE
	"East Meets West"--Style Trends Coast to Coast. Speakers: Harry Jackson, Jackson's, Oakland, Cal.; Robert G. Hoye, Jordan Marsh, Boston. Moderator: Olga Gordon, John Wanamaker's, Phila. Prices: $5.50, members; $6.50, guests. Contact: Josephine Brush, MU. 7-8122.		
Tuesday Nov. 13 12:30 P.M. Luncheon	RESORT FASHIONS DURING LUNCHEON	OLEG CASSINI	HOTEL AMBASSADOR BALLROOM
	Oleg Cassini's Resort fashions, available at leading stores. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 9-1000. Oleg Cassini Publicity: Alfred Davidson Assoc., PL. 5-0868. Produced by Mary Alice Rice, CI. 6-1790.		
Beginning Tuesday Nov. 13	RESORT-INTO-SPRING FORMAL FASHIONS	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Continuous showings of Resort-into-Spring formal and cocktail fashions, designed by Ted Shore. Contact: WI. 7-7326.		
Wednesday Nov. 14 12:15 P.M. Luncheon	PREVIEW OF FALL 1957 COLLECTION	BERNHARD ALTMANN (1451 BROADWAY)	ST. REGIS HOTEL ROOF
	Preview for press and buyers of the Bernhard Altmann and Connaught Fall 1957 cashmere sweaters, with color coordinated skirts. By invitation only. Contact: Editha Austin, OX. 5-3350.		
Postponed Nov. 14	JOHN FREDERICS' PREVIEW OF SPRING MILLINERY, ORIGINALLY SCHEDULED FOR 2:30 P.M. HAS BEEN POSTPONED TO TUES., NOV. 20 AT 2:30 P.M. (See Page 6).		
Wednesday Nov. 14 4:00 P.M. Cocktails	4TH ANNUAL JUNIOR DRESSMAKING CONTEST	THE SINGER SEWING MACHINE COMPANY	HOTEL PLAZA BALLROOM
	Awarding of prizes to the senior and junior national winners in Singer's 4th annual junior dressmaking contest. By invitation only. Contact: Anne Cunningham at Young & Rubicam, MU. 9-5000, Ext. 8379.		
Wednesday Nov. 14 5:00 P.M. Buffet	PREVIEW OF SPRING FASHIONS	BART SCHWARTZ INT'L TEXTILES LTD.	HOTEL AMBASSADOR DIPLOMAT-BALLROOM
	"Fabulous bart's Fiocco"--showing of Spring fashions in Italian fabrics. Show at 5:45 P.M. By invitation only. Publ.: Peggy Cantor, WI. 7-1228.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Nov. 15 9:30 A.M. Coffee	PRESS PREVIEW OF SKI FASHIONS	OHRBACH'S	4TH FLOOR BRIDAL SHOP
	Ohrbach's will preview their ski fashions. By invitation only. Publicity: Mark Klauser, OX. 5-4000.		
Thursday Nov. 15 4:00 P.M. Cocktails	HAND-DRESSED DOLLS: EXHIBIT AND AWARDS	DOLL BODIES, INC.	BELMONT-PLAZA HOTEL GLASS HAT ROOM
	"A Treasury of Hand-Dressed Dolls"--first annual exhibit and announcement of winners in a national doll-dressing competition. Fashion and allied press, by invitation. Publicity: Rose Hilton, 475 Fifth Ave., MU.5-5133.		
Thursday Nov. 15 4:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF FURNITURE AND NEW SHOWROOM	HARVEY PROBBER, INC.	41 EAST 57TH STREET SHOWROOM - 6TH FLOOR
	Harvey Probber will preview his new showroom with a showing of his contemporary furniture and fabrics in settings by John and Erline Brice. By invitation only. Contact: Stuart Grayson, TE. 8-8040.		
Beginning Thursday Nov. 15	OPENING OF BOYS' SPRING COLLECTION	HI-LINE	112 WEST 34TH STREET SHOWROOM - 8TH FLOOR
	Hi-Line will present their "Little Gentlemen" Spring Americana and Ivy League fashions for infants, sizes 2-4, 3-7 and 6-12. By appointment. Publicity: Ruth Shaw, LO. 4-5195.		
Friday Nov. 16 8:30 P.M.	SEVENTH ANNUAL "FAN BALL"	CHILDREN'S CANCER FUND OF AMERICA	WALDORF-ASTORIA STARLIGHT ROOF
	Theme: "Teahouse of the August Moon", sponsored by Metro-Goldwyn-Mayer and Harry Winston, Inc., for benefit of Children's Cancer Fund of America. Tickets: $50.00, contact: Tappin & Tew, 38 E. 57th St., PL. 1-2644.		
Saturday Nov. 17 12:00 Noon Luncheon	RESORT FASHIONS FROM JAY THORPE	BENEFIT OF UNITED CEREBRAL PALSY ASS'N.	WALDORF-ASTORIA STARLIGHT ROOF
	Jay Thorpe will present Resort fashions at a benefit for United Cerebral Palsy Ass'n. Tickets: $10.00, contact: Mrs. Myra Aisenstat, NI. 5-3316.		
Monday Nov. 19 12:30 P.M. Luncheon	RESORT & HOLIDAY FASHIONS AT LUNCHEON	"CLOTHES FOR YOU," INC.	HOTEL PLAZA PERSIAN ROOM
	Showing of Resort and Holiday fashions by Madeleine Fauth during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.176. Publicity: Isabelle Crawford, BR. 9-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Beginning Monday Nov. 19	OPENING: RESORT AND EARLY SPRING COLLECTION	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
	Coro will present its "Jewelry Fashions in Color" for Resort and early Spring. Publicity: Ann R. Silver Assoc., 551 Fifth Ave., MU. 7-8654.		
Tuesday Nov. 20 10:00 A.M. Breakfast	PRESS PREVIEW OF SMALL FURS	GIMBELS	3RD FLOOR FUR SALON
	Gimbels will preview their collection of small furs. By invitation only. Publicity: Margot Infantino, LO. 5-1500.		
Tuesday Nov. 20 11:00 A.M.- 4:00 P.M.	PRESS PREVIEW: NEW PAINTINGS & SCULPTURE	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET FIRST FLOOR
	Exhibition of paintings and sculpture by American and European artists. Open to public Nov. 21 - Jan. 20. Publicity: Elizabeth Shaw, CI. 5-8900.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Nov. 20 2:30 P.M.	PREVIEW OF SPRING MILLINERY	JOHN FREDERICS, INC.	6 WEST 57TH STREET SHOWROOM - 7TH FLOOR
	John Frederics will invite the press and buyers to preview his Spring millinery. (Note Change Of Date). By invitation only. Contact: Joseph Mann, CI. 7-7745.		
Tuesday Nov. 20 8:00 P.M. Dinner-Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE	COSTUME INSTITUTE-- MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
	"Night of Roses"--ninth annual "Party of the Year"for benefit of Costume Institute of Metropolitan Museum of Art. Pageant of Museum costumes will be shown. Entertainment by members of the fashion industry. Chairman of executive committee: Dorothy Shaver. Reservations: $65.00 each; contact: Mrs. Mildred Wincor, Costume Institute, TR. 9-5500.		
Thursday Nov. 22 9:45 A.M.	THIRTIETH ANNUAL THANKSGIVING DAY PARADE	MACY'S NEW YORK	FROM 77TH STREET & CENTRAL PARK WEST
	Theme: "For the Joy of Children Everywhere." Parade will start at 9:45 A.M. and arrive at the reviewing stand in front of Macy's from 11:00 A.M. to 12:00 Noon. There will be 4 mammoth balloons; 8 floats, depicting fairy tales and modern characters; 12 championship bands; and over 50 comedy groups, live circus animals and thousands of costume marchers and clowns. Grand Marshall: Roy Rogers. Publ.: Abbott Gomberg, OX. 5-4400.		
Sunday Nov. 25- Nov. 29	SPRING AND SUMMER SHOE FASHIONS	POPULAR PRICE SHOE SHOW OF AMERICA	HOTELS NEW YORKER & McALPIN
	The 17th semi-annual showing of popular price shoe fashions for men, women and children, co-sponsored by The Nat'l Ass'n of Shoe Chain Stores and New England Shoe and Leather Ass'n. Co-Managers: Edward Atkins and Maxwell Field. Contact: MU. 2-8705.		
Monday Nov. 26- Nov. 30	CORSET & BRASSIERE SPRING MARKET WEEK	CORSET & BRASSIERE INDUSTRY	SHOWROOMS AND HOTELS
	Contact: Mary Osborne, Corset and Brassiere Council, 200 Madison Avenue, LE. 2-9440.		
Wednesday Nov. 28 4:00 P.M. Cocktails	KATE GREENAWAY'S DRESSES FOR CHILDREN	L. WOHL & CO. (1333 BROADWAY)	HOTEL AMBASSADOR BALLROOM
	Celebration of Kate Greenaway's 50th birthday, with a showing of girls' Spring dresses. By invitation only. Publ.: Rosemary Sheehan, CI. 7-8060.		
Thursday Nov. 29 12:30 P.M. Luncheon	HOLIDAY AND RESORT FASHIONS AT LUNCHEON	WILLIAM FOX, INC.	HOTEL PLAZA TERRACE ROOM
	Showing of fashions available at Gunther Jaeckel. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. William Fox contact: OX. 5-4070. Plaza Fashion Director: Mary Alice Rice, CI. 5-1790.		
Thursday Nov. 29 5:30 P.M.- 7:00 P.M.	SHOWING OF CRUISE FASHIONS	ABRAHAM & STRAUS	3RD FLOOR SOUTH SHOP
	Informal modeling of Cruise fashions. Open to public. Publicity: Eileen Goldburg, TR. 5-7200, Ext. 661.		
Friday Nov. 30 12:00 Noon Luncheon	HOME FURNISHINGS LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
	Co-Chairmen: Barbara Lewis and Gertrude Dixson. (Prices and more details later). Contact: CI. 7-3940.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Dec. 3 7:00 P.M. Dinner	DINNER TO HONOR "KEY WOMEN OF THE YEAR"	FEDERATION OF JEWISH PHILANTHROPIES OF N.Y.	WALDORF-ASTORIA STARLIGHT ROOF
	Fund raising dinner by the Fashion Division of the Federation of Jewish Philanthropies of N.Y. to honor "Key Women of the Year". Co-Chmn: Nettie Rosenstein and Tobe. Contact: Mrs. Helen Heller, PL. 1-1000, Ext.350.		
Wednesday Dec. 5 3:30 P.M.	PREVIEW OF NEW SWIMSUITS	PARFORM OF PARFORM FOUNDATIONS	1407 CLUB 1407 BROADWAY
	Parform will preview their swimsuits for Summer. (Cocktails after the show.) By invitation only. Publicity: Mildred Kaldor, TE. 8-1520.		
Thursday Dec. 6 3:30 P.M. Tea	PRESS PREVIEW OF SPRING LINGERIE	MUNSINGWEAR, INC.	261 MADISON AVENUE 1ST FLOOR-AUDITORIUM
	Munsingwear will preview their Spring lingerie. By invitation only. Contact: Gertrude Gillespie, MU. 2-5580.		
Tuesday Dec. 11 12:30 P.M. Luncheon	RESORT & SPRING FASHIONS AT LUNCHEON	ADELE SIMPSON, INC.	HOTEL AMBASSADOR BALLROOM
	Showing of the Adele Simpson Resort and Spring fashions, available at Bonwit Teller. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Adele Simpson Publ: Eleanor Lambert, MU. 8-2130. Produced by Mary Alice Rice, CI. 6-1790.		
Tuesday Dec. 11- Mar. 17	EXHIBIT OF ANCIENT EGYPTIAN ART	THE BROOKLYN MUSEUM	EASTERN PARKWAY
	Exhibition of 150 objects of Egyptian art, dating from the Old Kingdom to the Early Christian period. Publicity: Evelyn M. Clark, NE. 8-5000.		
Thursday Dec. 13 12:00 Noon Luncheon	CHILDREN'S FASHIONS AND ANNUAL MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT GRAND BALLROOM
	Chairman: Beryl Tucker. (Prices and more details later). Contact: The Fashion Group, CI. 7-3940.		
Friday Dec. 21 10:00 P.M.	"DEBUTANTE COTILLION" CHRISTMAS BALL	FOR BENEFIT OF NEW YORK INFIRMARY	WALDORF-ASTORIA GRAND BALLROOM
	The 21st annual Christmas Ball for the benefit of the New York Infirmary. By invitation only. N.Y. Infirmary contact: Lois Best, MU. 6-6333.		
Monday Jan. 7- Jan. 10	FORTY-SIXTH ANNUAL CONVENTION	NATIONAL RETAIL DRY GOODS ASS'N	HOTEL STATLER
	Theme: "Building for Retailings's Golden Age"--30-session conference merchandising, personnel, store management, credit, sales promotion and advertising. Price: $10.00, a person; $50.00, firm. Contact: Nevin Fidler, Director of Public Relations, 100 W. 31st St., CH. 4-8780.		

OPENING OF SPRING COLLECTIONS IN LONDON AND PARIS

Tuesday Jan. 22- Jan. 24	OPENING OF COUTURE COLLECTIONS IN LONDON	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND
	Contact: Ann Ryan, 233 High Holborn, London, W.C.1, England.		
Beginning Monday Jan. 28	OPENING OF PARIS COUTURE COLLECTIONS	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
	Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.		

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Sunday Nov. 4 — OPENING: "DIARY OF A SCOUNDREL" PHOENIX THEATRE, 2ND AVE. & 12TH ST. T. Edward Hambleton and Norris Houghton will present Roddy McDowell in a comedy by Alexander Ostrovsky, adapted by Rodney Ackland. Featuring: Josephine Brown, Howard da Silva, Margaret Hamilton, Blanche Yurka. Director: Alan Cooke. Sets and lighting: Klaus Holm. Costumes: Alvin Colt. Publicity: Ben Kornzweig, PE. 6-2340.

Monday Nov. 5 — PREMIERE: "DEATH OF A SCOUNDREL" (Movie) LOEW'S STATE, B'WAY & 45TH STREET George Sanders, Zsa Zsa Gabor and Yvonne De Carlo will star in RKO's story about a crooked financial wizard. Produced and directed by Charles Martin. Costumes: Waldo. Publicity: John Springer, JU. 6-5050.

Monday Nov. 5 — SECOND WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH STREET Mon., Nov. 5: Verdi's IL TROVATORE. Wed., Nov. 7: Bellini's NORMA. Thurs., Nov. 8: Puccini's LA BOHEME. Fri., Nov. 9: Verdi's RIGOLETTO. Sat., Mat., Nov. 10: Wagner's DIE MEISTERSINGER. Sat., Eve., Nov. 10: Bellini's NORMA. Publicity: Francis Robinson, PE. 6-1200.

Wednesday Nov. 7 — OPENING: "LONG DAY'S JOURNEY INTO NIGHT" HELEN HAYES THEA., 210 W. 46 ST. Fredric March and Florence Eldridge will star in Eugene O'Neill's drama with Jason Robards, Jr., Bradford Dillman and Katherine Ross. Producers: Leigh Connell, Theodore Mann and Jose Quintero. Director: Mr. Quintero. Sets: David Hays. Costumes: Motley. Publicity: Arthur Cantor, CI.6-6496.

Wednesday Nov. 7- Nov. 18 — OPENING: "THE TEAHOUSE OF THE AUGUST MOON" CITY CENTER, 131 WEST 55TH ST. First of these productions--Comedy by John Patrick with Rosita Diaz, Gig Young and John Alexander. Director: Billy Matthews. Sets and lighting: Peter Larkin. Costumes: Noel Taylor. Publ.: Margot Dalrymple, JU. 6-2828.

Friday Nov. 9 — PREMIERE: "THE TEN COMMANDMENTS" (Movie) CRITERION THEATRE, B'WAY & 45TH Cecil B. DeMille will present the story of Moses, produced by Paramount Pictures in Technicolor and VistaVision. Starring: Charlton Heston, Anne Baxter, Yul Brynner. Costumes: Edith Head, Dorothy Jeakins, Ralph Jester, Arnold Friberg, John Jensen. Paramount Publ.: Maxwell Hamilton, BR.9-8700.

Tuesday Nov. 13 — OPENING: "CHILD OF FORTUNE" ROYALE THEATRE, 242 WEST 45TH ST. Edmund Purdom will star in Guy Bolton's new play adapted from Henry James' novel"Wings of the Dove." Producer and director: Jed Harris. Featuring: Mildred Dunnock and Dennis Hoey. Sets and lighting: Robert O'Hearn. Costumes: William Pitkin. Publicity: Dick Weaver, LA. 4-0385.

Thursday Nov. 15 — PREMIERE: "THE OPPOSITE SEX" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST. MGM's CinemaScope and MetroColor comedy-drama story about women, starring June Allyson, Joan Collins, Dolores Gray, Ann Sheridan, Ann Miller, Joan Blondell, Leslie Nielsen, Jeff Richards, Charlotte Greenwood, Agnes Moorehead, Sam Levene. Director: David Miller. Producer: Joe Pasternak. Costumes: Helen Rose. MGM Publicity: Frances Lane, JU. 2-2000.

Thursday Nov. 15 — OPENING: "L'IL ABNER" ST. JAMES THEATRE, 246 WEST 44TH STREET Norman Panama, Melvin Frank and Michael Kidd will present a musical comedy based on the Al Capp comic characters. Starring: Edith Adams, Peter Palmer, Howard St. John, Stubby Kaye and Charlotte Rae. Director and choreographer: Michael Kidd. Lyrics: Johnny Mercer. Music: Gene de Paul. Sets and lighting: William and Jean Eckart. Costumes: Alvin Colt. Publicity: Harvey Sabinson, CI. 6-0856.